Value Proposition Canvas

Based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. Released under creative commons license to encourage adaption and iteration. No rights asserted.
## Value Proposition Canvas

### Company:

- Product:
- Ideal customer:

### Product

- **Benefits**
  - Why?
- **Features**
  - How?
- **Experience**
  - Start here

### Customer

- **Needs**
  - Rational
  - Emotional
  - Wants
  - Fears
- **Substitutes**
  - Hidden
  - Inertia

Based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. Released under creative commons license to encourage adaption and iteration. No rights asserted.
**Value Proposition Canvas**

**Product**
- **Benefits**
  - Grow bigger
  - Learn faster
  - Productive environment
- **Features**
  - Grow the team
  - Productivity
  - Social environment
  - Advice
  - Fixed costs
  - Scalability
  - Coffee shops
  - Rented offices

**Customer**
- **Wants**
  - Prestige
  - Social environment
  - Business
  - Advice
  - Funding
  - Growing
  - Learn faster
  - Productivity
  - Productivity
  - Harvard of Accelerators
  - Collegial community
  - Quiet space
  - Porous Accelerator

**Needs**
- **Fears**
  - Prestige
  - Social environment
  - Business
  - Advice
  - Funding
  - Growing
  - Learn faster
  - Productivity
  - Productivity
  - Harvard of Accelerators
  - Collegial community
  - Quiet space
  - Porous Accelerator

**Substitutes**
- **Company:** Innovation Warehouse
- **Product:** Startup Accelerator
- **Ideal customer:** High Growth Startups

Based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. Released under creative commons license to encourage adaption and iteration. No rights asserted.
Value Proposition Canvas

**Product**

- **Benefits**
  - Simple
  - Everything everywhere
  - Never forget
  - Fast to use
  - Fast to enter things
  - Share notes with people

- **Features**
  - Sync across devices
  - External brain
  - Remember everything
  - Rich meta data
  - Single system
  - Write things down

- **Experience**
  - Sync across devices
  - External brain
  - Remember everything

**Customer**

- **Needs**
  - Remember things
  - Write things down
  - Save information

- **Wants**
  - Fast to enter things
  - Share notes with people

- **Fears**
  - Loosing things
  - Locked into a system

- **Substitutes**
  - Email to yourself
  - Text documents

**Company:** Evernote
**Product:** Online notes
**Ideal customer:** Mobile professionals